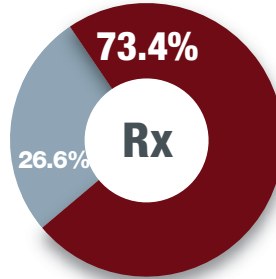


Total Market Size and Total Cost

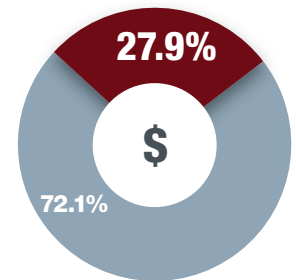
Generic medicine accounts for 73.4% of all retail prescriptions filled in 2016. This equates to **12.5 million prescriptions**.

Generic medicine represents **only 27.9%** of the total market cost. Generic drugs account for \$217 million while **brand-name drugs cost \$560 million**.

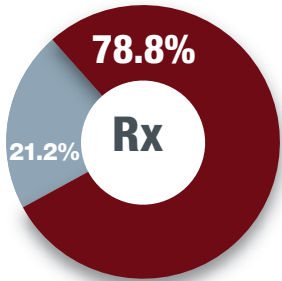


17.1 Million Prescriptions

776 Million Dollars

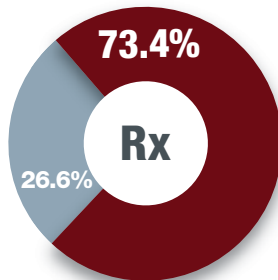


Percentage Usage of Generic Medicines



Public Sector

Private Sector



For every one percent increase in the use of generic medicine, Manitoba would have saved **\$14,500,000** in 2016.

■ Generic medicine
■ Brand-name drugs

Source: QuintilesIMS



05/10/17

Generic Drugs. Same Quality. Lower Price.